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PATENT

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Dwayne Bowman and Joel R. Spiegel
Application No. : 09/847,954
Filed : May 2, 2001
For : IDENTIFYING THE ITEMS MOST RELEVANT TO A
CURRENT QUERY BASED ON ITEMS SELECTED IN
CONNECTION WITH SIMILAR QUERIES

Docket No. : 249768005US3

Commissioner for Patents
Washington, DC 20231

ELECTION UNDER 37 C.F.R. §§ 3.71 AND 3.73
AND POWER OF ATTORNEY

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Sir:

The undersigned, being Assignee of the entire interest in the above-identified application by virtue of an Assignment filed on September 17, 2001, a copy of which is enclosed, hereby elects under 37 C.F.R. § 3.71, to prosecute the application to the exclusion of the inventors.

Assignee hereby appoints JERRY A. RIEDINGER, Registration No. 30,582; MAURICE J. PIRIO, Registration No. 33,273; MICHAEL D. BROADDUS, Registration No. 41,637; CATHERINE HONG TRAN, Registration No. 43,960; ROBERT G. WOOLSTON, Registration No. 37,263; PAUL T. PARKER, Registration No. 38,264; JOHN M. WECHKIN, Registration No. 42,216; CHRISTOPHER DALEY-WATSON, Registration No. 34,807; STEVEN D. LAWRENZ, Registration No. 37,376; JAMES A.D. WHITE, Registration No. 43,985; STEPHEN E. ARNETT, Registration No. 47,392; EDWARD S. HOTCHKISS, Registration No. 33,904; JAMES

NICKELSON, Registration No. 46,140; MARK A. THOMAS, Registration No. 37,953; BRETON A. BOCCHIERI, Registration No. 31,739; BARBARA B. COURTNEY, Registration No. 42,442; PETER J. DEHLINGER, Registration No. 28,006; LEE ANN GORTHEY, Registration No. 37,337; RICHARD L. GREGORY, Registration No. 42,607; LINDA R. JUDGE, Registration No. 42,702; MICHAEL MARTENSEN, Registration No. 46,901; JUDY M. MOHR, Registration No. 38,563; and LARRY THROWER, Registration No. 47,994, all of Perkins Coie LLP, as the principal attorney with full power of substitution, association, and revocation to prosecute said application, to transact all business in the Patent and Trademark Office connected therewith, and to receive the letters patent therefor. Please direct all correspondence to Customer Number 25096.

Bar Code:

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PATENT TRADEMARK OFFICE

Pursuant to 37 C.F.R. § 3.73, the undersigned duly authorized designee of Assignee certifies that the evidentiary documents have been reviewed, specifically the Assignment to Amazon.com, Inc. filed on September 17, 2001 for recording, a copy of which is attached hereto, and certifies that to the best of my knowledge and belief, title remains in the name of the Assignee.

January 3, 2002

Date



L. Michelle Wilson

Vice President and General Counsel

SDLjc:

Enclosure:

Copy of Assignment



UNITED STATES
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TRADEMARK OFFICE



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DECEMBER 05, 2001

PERKINS COIE LLP
STEVEN D. LAWRENZ
P.O. BOX 1247
SEATTLE, WA 98111-1247

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PERKINS COIE LLP

Under Secretary of Commerce For Intellectual Property and
Director of the United States Patent and Trademark Office
Washington, DC 20231
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UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 09/24/2001

REEL/FRAME: 012212/0060
NUMBER OF PAGES: 5

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:
BOWMAN, DWAYNE

DOC DATE: 08/23/2001

ASSIGNOR:
SPIEGEL, JOEL R.

DOC DATE: 09/10/2001

ASSIGNEE:
AMAZON.COM, INC.
1200 12TH AVE. SOUTH
SEATTLE, WASHINGTON 98144

SERIAL NUMBER: 09847954
PATENT NUMBER:

FILING DATE: 05/02/2001
ISSUE DATE:

DOROTHY RILEY, PARALEGAL
ASSIGNMENT DIVISION
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Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original document or copy thereof.

1. Name(s) of conveying party(ies):

- 1) DWAYNE BOWMAN
- 2) JOEL R. SPIEGEL
- 3)
- 4)
- 5)
- 6)

Additional names of conveying parties attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
- ☐ Security Agreement ☐ Change of Name
- ☐ Other _____

Execution Dates:

- 1) AUGUST 23, 2001 4) _____
- 2) SEPTEMBER 10, 2001 5) _____
- 3) _____ 6) _____

2. Name and address of receiving party:

Name: AMAZON.COM, INC.

Internal Address: _____

Street Address: _____

1200 12TH AVENUE SOUTHCity SEATTLE State WASHINGTONZip: 98144Additional names & addresses attached? ☐ Yes ☒ No

4. Application number(s) or registration number(s):

If this document is being filed together with a new application,
the execution date of the application is _____

A. Patent Application No(s).

09/847,954

B. Patent No(s).

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: PERKINS COIE LLPInternal Address: PATENT-SEASteven D. LawrenzStreet Address: P.O. Box 1247City: SEATTLE State: WA ZIP: 98111-1247

6. Total number of applications and patents involved _____

1

7. Total Fee (37 CFR 3.41): _____

40.00☐ Enclosed☒ Authorized to be charged to deposit account8. Deposit account number: 50-0665

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9. Statement and signature.

*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*STEVEN D. LAWRENZ

Name of Person Signing

[Signature]
SignatureSEPTEMBER 17, 2001

Date

Total number of pages including cover sheet, attachments, and document: 5

ASSIGNMENT

WHEREAS, we, Dwayne Bowman and Joel R. Spiegel ("ASSIGNORS"), having post office addresses of 20511 Lagoon Drive, Cornelius, North Carolina 28031; and 14026 227th Avenue NE, Woodinville, Washington 98072, respectively, are the joint inventors of an invention entitled "IDENTIFYING THE ITEMS MOST RELEVANT TO A CURRENT QUERY BASED ON ITEMS SELECTED IN CONNECTION WITH SIMILAR QUERIES," as described and claimed in the specification for which a continuation-in-part application for United States letters patent was filed on May 2, 2001 and assigned Application No. 09/847,954; this application is a continuation-in-part of Application No. 09/665,822 filed September 20, 2000, which is a continuation-in-part of Application No. 09/041,081 filed March 10, 1998 now issued as U.S. Patent No. 6,185,558, which is a continuation-in-part of Application No. 09/033,824 filed March 3, 1998, now abandoned.

WHEREAS, Amazon.com, Inc. ("ASSIGNEE"), a corporation of the State of Delaware having a place of business at 1200 12th Avenue S., Seattle, Washington 98144, is desirous of acquiring the entire right, title, and interest in and to the invention and in and to any patents that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS hereby sell, assign, and transfer unto ASSIGNEE, its legal representatives, successors, and assigns, the entire right, title and interest in and to the invention as set forth in the above-mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations, or extensions thereof, any other inventions described in the application, and any and all patents of the United States of America and all foreign countries that may be issued for the invention, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from

the United States application to which foreign applications are entitled by virtue of international convention, treaty or otherwise, the invention, application and all patents on the invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, transfer, and sale not been made.

UPON THE ABOVE-STATED CONSIDERATIONS, ASSIGNORS agree to not execute any writing or do any act whatsoever conflicting with this assignment, and at any time upon request, without further or additional consideration but at the expense of ASSIGNEE, execute all instruments and documents and do such additional acts as ASSIGNEE may deem necessary or desirable to perfect ASSIGNEE's enjoyment of this grant, and render all necessary assistance required for the making and prosecution of applications for United States and foreign patents on the invention, for litigation regarding the patents, or for the purpose of protecting title to the invention or patents therefor.

ASSIGNORS authorize and request the Commissioner of Patents and Trademarks to issue any Patent of the United States that may be issued for the invention to ASSIGNEE.

Date

8-23-01

Dwayne Bowman

State of

North Carolina

County of

Mecklenburg

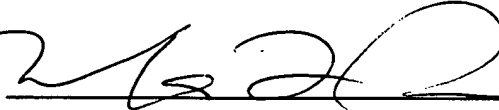
ss.

I certify that I know or have satisfactory evidence that Dwayne Bowman is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated

8/23/01

Signature of
Notary Public



Printed Name

Mary L. Spann

My appointment expires

3/13/05

Date

Joel R. Spiegel

State of Washington)

County of King)

ss.

I certify that I know or have satisfactory evidence that is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated September 10, 2001

Signature of
Notary Public Charmaine Robles Velasco

Printed Name Charmaine Robles Velasco

My appointment expires June 19, 2005

